

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors *
 * on national trade and consumer publications. This list covers decorating, *
 * appliances, food, building, gardens - every phase of the home furnishings field. *
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. *
 * Additional copies are \$5 each to yearly subscribers. Personnel changes and *
 * additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Aug. 31 Just out	NEW WINDOW SHADE This company has just put out the "Hopalong Cassidy" window shade. Printed in five colors, this textured, white, waterproofed shade is mounted on Columbia's new laminated plastic roller. Publicity: Jessie M. Weaver, Columbia Mills, Inc., 225 Fifth Avenue, MU. 3-9440.	COLUMBIA MILLS INC.	SYRACUSE, N.Y.
Thursday Aug. 31 Just out	NEW OUTDOOR SET The Town and Country set, long-handled carving and serving tools for the outdoor host has just been put on the market. The set consists of a two-tine fork, turner, and French cook's knife, all with extra-long, hardwood, hang-up handles. The trio is packaged in a container with reproductions of famous cattle brands surmounted by a steerhead insignia. Publicity: Carl Byoir & Assoc., 33 No. La Salle Street, Chicago 2, Illinois.	EKCO PRODUCTS CO.	31 MADISON AVENUE
Thursday Aug. 31 Just out	NEW BOOK "Making Curtains and Draperies", a comprehensive, 103 page book by Barbara Baer will be published on this date. The book stresses the decorative and architectural importance of windows and gives complete instructions for measuring, cutting and sewing of curtains and tells how to design and style them. Publicity: Robert Greco, MU. 4-2630.	MEDILL-McBRIDE	200 EAST 37TH STREET
Aug. 31	BRITISH FOOD FAIR, LONDON, ENGLAND TO SEPTEMBER 9.		
Thursday Aug. 31 Going on	DECORATING CONTEST An official entry blank for the "My Living Room" contest can be obtained through the September issue of the magazine on the stands now. Entrants are required to paste up and describe plans for redecorating a room. \$7,150 in prize money will be awarded. Contact: George H. Allen, MU. 6-4600.	McCALL'S MAGAZINE	230 PARK AVENUE
Sept. 1- Sept. 8	BOSTON GIFT SHOW, STATLER HOTEL, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVE., N.Y.C., MU. 9-7147.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 1	SKETCHES FOR NEW EMBLEM	AM. INSTITUTE OF DECORATORS	41 EAST 57TH ST. All members and registered students of the A.I.D. are urged to submit sketches of a new emblem or insignia for the organization. Deadline is September 1, 1950. Submit as many sketches as you wish. There will be a prize for the finished drawing of the insignia selected by the National Board of Governors. Contact: Theodor Muller and Karl Bock, A.I.D., 41 East 57th St., New York 22, N.Y., MU. 8-0238.
Sept. 2- Sept. 10	TRI-COUNTY HOME SHOW, PALISADES AMUSEMENT PARK, PALISADES PARK, N.J.		CONTACT: ORKIN EXPOSITIONS MANAGEMENT CO., 8 W. 40TH ST., BR. 9-0993.
Sept. 2-17	THE EUROPEAN FAIR OF STRASBOURG, STRASBOURG, FRANCE.		
Sept. 3- Sept. 7	DETROIT GIFT SHOW, HOTELS STATLER, BOOK CADILLAC, DETROIT, MICHIGAN.		CONTACT: WALTER OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.
Sept. 3- Sept. 8	SOUTHWESTERN GIFT SHOW, BAKER HOTEL, SANTE FE BLDG., ETC., DALLAS, TEXAS.		CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.
Sept. 3-8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		
Sept. 3- Sept. 8	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS.		CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.
<u>WEEK BEGINNING MONDAY, SEPTEMBER 4, 1950</u>			
Sept. 4	LABOR DAY (MONDAY).		
Sept. 4- Sept. 7	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA.		CONTACT: MRS. M. I. RENNER, 483 WEST MARKET ST., YORK, PENNA.
Sept. 4- Sept. 8	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS.		CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.
Monday Sept. 4 Sept. 8	NATIONAL WALLPAPER TRAINING INSTITUTE	WALLPAPER WHOLESALERS ASSN. UNIV. OF HOUSTON	1421 CHESTNUT, PHILA., PA. HOUSTON, TEXAS Purpose of the Institute is to provide a concentrated training program for those in the wallpaper business. Registration must be made in advance; it is \$15 which covers cost of the course. Address Natl. Wallpaper Training Inst., Univ. of Houston, Houston, Texas. Contact: Howard T. Hovde, Wallpaper Wholesalers Assn., 1421 Chestnut St., Phila 2, Pa.
Sept. 4- Sept. 9	BOSTON FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS.		CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.
Sept. 5- Sept. 7	17TH MERCHANDISE MART, PITTSBURGH WHOLESALE MERCHANTS ASSN., WILLIAM PENN HOTEL, PITTSBURGH, PA.		CONTACT: E.M. MARKS, CRESCENT SALES CO., PITTSBURGH
Sept. 5-14	INTERNATIONAL TRADE FAIR, UTRECHT, NETHERLANDS.		
Tuesday Sept. 5	NEW SHOWROOM	S. RONEY COMPANY	220 FIFTH AVENUE By this date this company's new showroom, designed by Kim Hoffmann and Stephen Heidrich, is expected to be ready. Fine domestic and imported Tyrolen crystals ware will be shown. Contact: Kim Hoffmann, PL. 5-9555.

DATEWHAT'S GOING ONGIVEN BYWHERE1950 INTERNATIONAL TEXTILE EXHIBITION

This exhibition is open to designers of all textiles whose design is their own exclusive property. Designs must be on textile, not paper. All entries must be eligible for purchase awards which are for the article entered which becomes the property of the Art Dept., Women's College of the University of North Carolina. The design remains the property of the designer. Awards will be given in the following categories: woven rugs, woven clothing fabrics, woven draperies and upholstery, napery and linens, etc., printed textiles, woven synthetics, woven linen. Entry blanks must be received by September 15, 1950 and exhibits by September 22, 1950. Exhibition opens November 1 and runs through November 30, 1950. Address, Secretary, 1950 International Textile Exhibition, The Women's College of the University of North Carolina, Dept. of Art, Greensboro, North Carolina.

Wednesday Sept. 6 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY A preview cocktail party, <u>by invitation only</u> , will be held on this date for trade, newspaper and magazine press and for the press representatives of exhibitors, only. Publicity: Louise Sloane, TR. 4-6182.	NATL. FURN. AND HOME- FURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE NEW YORK, N. Y.
Wednesday Sept. 6 8:15 P.M.	FIRST FALL MEETING A special program is being planned for the club's opening session which will include the installation of officers and directors. Contact: Henry de Brito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL STATLER
Wednesday Sept. 6- Sept. 8	REGISTRATION DAYS Students wishing to register for the coming year should present themselves on one of these three days. Applications for admissions should be made as early as possible and filed with the \$10 matriculation fee. Address: Registrar, Parsons School of Design, 136 E. 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 6-16	BIRMINGHAM RADIO AND TELEVISION EXHIBITION, BIRMINGHAM, ENGLAND.		
Sept. 6- Sept. 8	HOME GOODS SHOW, EXHIBITION HALL OF ROBINSON AUDITORIUM, LITTLE ROCK, ARK. CONTACT: ARKANSAS FURNITURE ASSOCIATION, LITTLE ROCK, ARKANSAS.		
Wednesday Sept. 6- Sept. 20	FURNITURE IN FINE WOODS The 1950 autumn season of exhibitions at America House will be opened with presentation of the work of Robert E. Derecktor. Pieces shown include a dining table in striped maple and Honduras mahogany, dining chairs in light mahogany, a large desk, etc. The press is invited to preview the exhibit on Tues., Sept. 5. Contact: Mrs. Webb, PL. 3-9094.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVENUE
Thursday Sept. 7- Sept. 17	NEW MIRRORED FURNITURE A new line of traditional furniture in the Biedermeier manner will be created by Roy Requa Design Assoc. for fall showing by the New Era Glass Co. Several pieces of the Beidermeier line, depicting a new trend in mirrored furniture, will be on exhibit for the first time at the National Home Furnishings Show at Grand Central Palace on the above dates, and will be sold through retail stores, nationally. Publicity: Virginia Burdick Public Relations, OR. 4-6462.	NEW ERA GLASS CO.	GRAND CENTRAL PALACE, N.Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 7	CENTENNIAL OF GAS SERVICE IN CHICAGO TO BE COMMEMORATED BY EXHIBIT AT MUSEUM OF SCIENCE & INDUSTRY.	CONTACT: PEOPLES GAS LIGHT & COKE CO.	
Thursday Sept. 7- Sept. 17	NEW DECORATIVE ACCESSORIES KATHI URBACH Examples of unusual wall treatments in her unique bas-relief fibre sculpture will be introduced by Kathi Urbach in her exhibit which will also highlight new china accessories and a lamp of her own design. Furnishings credits include a hand-loomed rug especially created for Miss Urbach by Edward Fields as a forerunner of his new line. Widdicomb modern furniture and Thaibok fabrics. Publ.: Frances Carter Scott, OR. 5-3815.		GRAND CENTRAL PALACE, N.Y.
Thursday Sept. 7- Sept. 17	NATIONAL HOME FURNISHINGS SHOW Plans are for the second National Home Furnishings Show to be a three-floor event. Exhibitors include manufacturers, retailers, designers and leading decorators. This is the only show of its kind open to the public. Two theatres will show special features and events. The Designers' Gallery, Gallery of Table Settings, Gallery of Window Treatments and countless other distinctive exhibits will make this Show an outstanding contribution to the home furnishings industry. Exhibitors will be asked to compile lists of 50 of their dealers to whom complimentary tickets will be issued, allowing them free admission to the Palace any morning from 10 to 12 A.M. Regular show hours are from 12 to 10:30 P.M. daily, except Sunday 1:00 to 10:30 P.M. Admission, \$1.00. Contact for special features and events: Jane Scriven, Anderson, Davis & Platte, Inc., PL. 3-5200. Publicity: Louise Sloane, TR. 4-6182.	NATL. FURN. AND HOME-FURNISHINGS SHOW, INC.	NEW YORK, N. Y.
Thursday Sept. 7- Nov. 1	STORE OPERATION CONFERENCES Store operation conferences for department, furniture and specialty store retailers in fourteen key cities will start, conducted by Mr. Oscar Wilkerson, a member of the executive staff of Amos Parrish. Dates are as follows: Philadelphia, Pa., Sept. 7-8; Boston, Mass., Sept. 11-12; New York, N.Y., Sept. 13-15; Pittsburgh, Pa., Sept. 18-19; Cleveland, Ohio, Sept. 20-22; Detroit, Mich., Sept. 25-26; Chicago, Ill., Oct. 2-3; Denver, Colo., Oct. 5-6; Seattle, Wn., Oct. 9-10; San Francisco, Cal., Oct. 12-13; Los Angeles, Cal., Oct. 16-17; Dallas, Texas, Oct. 23-24; St. Louis, Mo., Oct. 26-27; Atlanta, Ga., Oct. 31-Nov. 1. Contact: Merrill A. Watson, Carpet Institute, BR. 9-1033. Publicity: Melva Chesrown, Fred Eldean Org., EL. 5-7651.	AMOS PARRISH	KEY CITIES COUNTRYWIDE
Sept. 8-25	PARMA INTERNATIONAL EXHIBITION OF PRESERVED FOODS, PARMA, ITALY.		
Sept. 9-24	GHENT INTERNATIONAL FAIR, GHENT, BELGIUM.		
Sunday Sept. 10	HOMEMAKER SECTION Timed to coincide with the National Home Furnishings Exposition in Grand Central Palace, this family buying guide for home furnishings will be the first home maker section of the fall season. Advertising forms close Friday, Sept. 1; final deadline for copy and plates is Tuesday noon, Sept. 5. Early reservations are recommended. Contact: Adv. Dept., The News, 220 East 42nd Street, New York 17, N.Y.	N.Y. SUNDAY NEWS	220 EAST 42ND STREET
Sept. 10-12	COLOGNE TRADE FAIR, COLOGNE, GERMANY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10- Sept. 13	NATIONAL FROZEN FOOD LOCKER ASSN. NATL. MEETING, PALMER HOUSE, CHICAGO. CONTACT: S. T. WARRINGTON, 308 W. WASHINGTON ST., CHICAGO, ILLINOIS.		
Sept. 10- Sept. 14	CLEVELAND GIFT & ART SHOW, STATLER HOTEL, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sept. 10- Sept. 17	NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONN. AVE., WASHINGTON, D.C.		
Sunday Sept. 10- Sept. 22	"MRS. AMERICA" CONTEST The 12th annual "Mrs. America" contest with judging based 50 percent on beauty and 50 percent on homemaking ability will be held. Each contestant must fill out a housecleaning quiz, prepared by The Woman Magazine; submit samples of crocheting in a contest sponsored by The Spool Cotton Co.; devise a novel way to use a cornbroom in housecleaning in a contest sponsored by The National Broom Mfrs. Assoc.; and compete in a cooking contest sponsored by Chambers Gas Range. Sept. 11 through Sept. 16 the winner will distribute her prize-winning recipes and demonstrate homemaking hints at the Reading Fair Fairgrounds, Reading, Pa. Sept. 18th she will make a personal appearance at the National Assoc. of Home Builders in Washington, D.C. in connection with the home building program. Sept. 20th through the 22nd she will appear at The Great Allentown Fair in Allentown, Pa., Sept. 24th through the 30th she will appear at the New Jersey State Fair, Trenton, N.J. to present blue ribbon awards in needlecraft and cooking; Oct. 2nd through Oct. 6th, she will appear at the Gas Appliance Mfrs. Assoc. Exhibition in Atlantic City, N.J. Contact: Bert Nevins, WI. 7-9715.	MRS. AMERICA, INC.	ASBURY PARK, N.J.

WEEK BEGINNING MONDAY, SEPTEMBER 11, 1950

Sept. 11-	LEES CARPET CLINIC, GLASGOW, VIRGINIA.
Sept. 13	PUBLICITY: WILMER C. CRESSMAN, JAMES LEES & SONS CO., BRIDGEPORT, PENNA.

POSTPONEMENT

The Kathi Urbach exhibit to have been held at the Town Shop in New Bedford, Mass., on Sept. 12 has been postponed to Oct. 17.

Sept. 12-13 ROSH HASHONAH--JEWISH NEW YEAR.

Tuesday Sept. 12- Nov. 15	RETAILING COURSES The Central YMCA Retailing Institute, believed to be the first of its kind in Chicago, is giving nine courses for people in the retailing field as well as for those who would like careers in retailing. The 10 week session will be held on Tuesday and Wednesday evenings. Contact: Edgar L. Schnadig, dean, Central YMCA Retailing Institute, Chicago, Illinois.	CENTRAL YMCA RETAILING INSTITUTE	CHICAGO, ILLINOIS
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Wednesday Sept. 13- Sept. 15	NEW FALL LINE In addition to new selections of the documentary patterns for which they are well known, Greeff Fabrics will introduce a wide variety of hand-blocked English prints as well as new patterns and colors in Mandarin silks on these dates. Hours are: September 13, 10 A.M. sharp; September 14, 2:30 P.M. sharp; September 15, 10 A.M. sharp. Contact: Mrs. Donald Price, PL. 9-2310; Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16- Sept. 21	TRI-STATE GIFT AND ARTWARE SHOW, NETHERLANDS PLAZA HOTEL, CINCINNATI, OHIO CONTACT: O.K.I. TRI-STATE GIFT SHOW, 2709 SHANMOORE AVE., NORWOOD, OHIO.		
Sept. 17- Sept. 20	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Sept. 17- Sept. 20	WESTERN JEWELRY & SILVERWARE SHOW	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	HOTEL BILTMORE LOS ANGELES, CAL.
	This show, which will also include china and glass, will be held on these dates. Contact: Woody Klingborg, L.A. Trade Fair, 1151 S. Bway, Los Angeles 15, California; Publicity: Medberry & Barth, 860 S. Los Angeles Street, Los Angeles 14, California.		
Sept. 17- Sept. 23	EXHIBIT AND SALES OF BEST IN HANDICRAFTS, TOWN HOUSE, STORROWTON, EASTERN STATES EXPOSITION, WEST SPRINGFIELD, MASSACHUSETTS.		

ADVANCE DATES AND NOTICES

Tuesday Sept. 19 4:00 P.M.- 7:00 P.M. Cocktails	BUFFET PRESS PARTY AND TEA SAMPLING China Leaf Tea - "The Champagne of Teas" will be introduced at this party for the press, by invitation only. Publicity: Adele Lakes, Dundon Associates, Inc., WI. 7-7062.	SEMBODJA CORPORATION OF NEW YORK	HOUSE OF CHAN 7TH AVE. & 52ND ST.
Wednesday Sept. 20	HOME FASHIONS SECTION A 31 page section entitled "Good Housekeeping's Handbook of Decorating" will be published in the magazine's October issue, on the stands about the above date, to tie-in with Home Fashions Time. Traditional and modern interpretations will be considered and there will be special sub-sections on color. Contact: Helen E. Sells, CO. 5-7300.	GOOD HOUSEKEEPING	57TH ST. AT 8TH AVE.
Thursday Sept. 21 11:45 A.M.- 2:00 P.M.	FIRST FALL LUNCHEON The Home Fashions League will have its first luncheon of the season in the Hendrick Hudson Room of the Hotel Roosevelt. Mary Margaret McBride will be the speaker. Tickets: \$4.25. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday Sept. 21- Sept. 30	TO PROMOTE HOME FASHION TIME A definite program to tie-in with and promote Home Fashion Time has been adopted by the Carpet Inst., Inc. and by the Decorative Fabrics Inst., Inc. The Carpet Inst. will start its observance on the Thursday preceding the official week, Sept. 25-30. Advertising mats, display ideas a special poster and streamer, will be included in the Home Furnishings Industry Comm. kit at no extra charge and will be available through the National Retail Furniture Assn. A special carpet kit will be made available to carpet and rug shops. Department, furniture and fabric specialty stores throughout the country will be sent "Fashion Facts", a work-plan kit for decorative fabric promotions during Home Fashion Time and throughout the year. A single sheet of 15 stories and fillers will be sent to newspaper editors of woman's pages. Scripts on decorative fabrics as well as time spots on Home Fashion Time have been prepared for women's program commentators across the country. Contact for Carpet Inst.: Melva Chesrown, EL. 5-7651. Contact for Decorative Fabrics Inst.: Claire Corbin, LO. 5-1399.	CARPET INSTITUTE, INC. DECORATIVE FABRICS INST. INC.	NATIONWIDE RETAILERS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Sept. 21-30	CALIFORNIA HOME FASHIONS SHOW, OREGONIAN'S HOSTESS HOUSE, PORTLAND, ORE.		
Sept. 24	METZ INTERNATIONAL FAIR, GERMANY TO OCTOBER 8.		
Sunday Sept. 24	SPECIAL FEATURE SECTION	N.Y. TIMES	229 WEST 43RD STREET
	A special full-size supplement will be included with the Sunday edition of the Times for this date to coincide with the promotion of Home Fashion Time. This "N.Y. Times Home Section" will be devoted to design, decoration, maintenance, recreation and entertainment. Send editorial photographs and material to Betty Pepis, LA. 4-1000.		
Sept. 24-26	FLORIDA CHINA, GLASS & GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA.		
Sept. 24- Sept. 28	NORTHWEST GIFT, ART & HOUSEWARES SHOW, HOTELS RADDISSON & DYCKMAN, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO 17, ILL.		
Sept. 24- Sept. 30	ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Monday Sept. 25- Sept. 30	NATIONAL WINDOW WEEK	STEVE HANAGAN OFFICE	NATIONWIDE
	Newspaper and magazine editors will be furnished with four actual samples of new fabrics plus samples of all venetian blind news for any television show across the country on which the editor will discuss "What the well-dressed windows will be wearing this fall." A four-page story, plus four pictures, including a "before and after" problem window treatment is also part of this package. Contact: Kim Wiss, Steve Hannagan, PL. 5-2900.		
Monday Sept. 25- Sept. 30	HOME FASHION TIME	HOME FASHIONS LEAGUE	NATIONWIDE
	This annual national event is receiving strong backing in New York. Macys, Lord & Taylor's, Bloomingdale's, Sterns and Abraham & Straus have already indicated their intention to participate whole-heartedly. Meetings have been scheduled with other department stores and with home furnishings retail shops. Editorial material, including photographs on new fashions in home furnishings is beginning to come in and it is hoped that sufficient material will be available to meet the demands of the coast-to-coast press. Contact: Josephine Brush, PL. 5-2276.		
Monday Sept. 25- Jan. 25	RADIO-TELEVISION WORKSHOP COURSES	DIV. OF GENERAL EDUCATION NEW YORK UNIVERSITY	1 WASHINGTON SQ., NORTH
	Registration for basic and advanced courses in radio and television given during the above dates will begin the week of September 11, Mondays through Fridays from noon to 7 P.M. These courses for adults include production, acting, announcing, writing and make-up, in both mediums. Contact: Mr. Warren Bower, SP. 7-2000, Ext. 755.		
Tuesday Sept. 26 4:00 P.M.- 7:00 P.M. Cocktails	NEW FALL LINE	THE ULLMAN CO., INC.	ROOM 1307 230 FIFTH AVENUE
	All home fashions, interior design and special feature editors as well as all newspaper women's page personnel are invited to a cocktail party at The Ullman Co.'s N.Y. showroom. The fall line of Princess Place Mats and All Plastic Shelf-N-Edge will be introduced to the press. Publicity: Dorothy Quinn, HY. 7-3700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 26- Oct. 1	1950 WESTCHESTER BETTER HOMES EXPOSITION, COUNTY CENTER, WHITE PLAINS, N.Y. CONTACT: ROBERT A. DURK, MGR., 201 MAIN STREET, WHITE PLAINS, N.Y.		
Tuesday Sept. 26- Nov. 28 7:00 P.M. 9:00 P.M.	1950 FALL COURSE IN PUBLICITY A course in publicity, open to non-members, is being given on ten consecutive Tuesdays, beginning on this date. Registration fee is \$10 for entire course. The first lecture entitled "What Is Publicity?" will discuss the tools of publicity. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON NEW YORK
Sept. 27- Oct. 1	NEW HAVEN ANTIQUES SHOW, NEW HAVEN, CONNECTICUT. CONTACT: MILTON COTTLER, MGR., 220 PARK AVENUE, NEW HAVEN, CONN.		
Sept. 28- Sept. 29	ANNUAL CONVENTION OF NATIONAL ASSOCIATION OF FURNITURE MANUFACTURERS. EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS.		
Thursday Sept. 28- Nov. 30 7:30 P.M.	PUBLICITY WORKSHOP LECTURE COURSE Ten Thursday evening lectures by leading publicists and editors on specific phases of the fashion industry and related fields will begin on this date: Ready-to-wear; Cosmetics; Food and Home Furnishings. Workshop sessions on photography and the mechanics of publicizing products of interest to women will also be held. Director: Ellen Lind. Fee for course: \$20.00. Contact: Mrs. Gilbert, Promotions, MU. 8-1837.	PROMOTIONS 1068 SECOND AVE.	HOTEL DELMONICO PARK AVE. & 59TH ST.
Sept. 30	BRUSSELS FOOD EXHIBITION TO OCTOBER 18, BRUSSELS, BELGIUM.		
Oct. 1- Oct. 5	GREATER NATIONAL CAPITAL GIFT, ART AND HOUSEWARES SHOW. HARRINGTON HOTEL, WASHINGTON, D. C.		
Oct. 1-31	NATIONAL PICTURE MONTH. PUBLICITY: CATHERINE BLONDIN, MU. 9-6360.		
Oct. 1-31	CHEESE FESTIVAL MONTH.		
Oct. 2- Oct. 4	AMERICAN MANAGEMENT ASSOC. CONFERENCE ON PERSONNEL PROBLEMS OF INDUSTRIAL MOBILIZATION; HOTEL STATLER, N.Y.: PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Oct. 2- Oct. 5	LANCASTER ANTIQUES SHOW, MOOSE TEMPLE, LANCASTER, PENNA. CONTACT: MRS. MABEL I. RENNER, 483 MARKET STREET, YORK, PENNA.		
Oct. 2- Oct. 6	NATIONAL HARDWARE SHOW, GRAND CENTRAL PALACE, NEW YORK, N. Y. CONTACT: TED BLACK, MEDICAL ARTS BLDG., READING, PA.		
Oct. 2-8	GAS APPLIANCE MFRS. ASSN. EXPOSITION, CONVENTION HALL, ATLANTIC CITY, N.J.		
Thursday Oct. 5 3:00 P.M.- 7:00 P.M. Cocktails	NEW LIGHTING DEVICES The press, by invitation only, is invited to a presentation of new floor and table lamps and ceiling fixtures designed by the Italian architect, Safarti, and imported from Italy. The press will also be invited to inspect the remodeled first floor of the Lightolier showrooms designed by Edward J. Wormley. Publ.: Byrna S. Spero, Alfred Auerbach, CO. 5-7805.	LIGHTOLIER	11 EAST 36TH ST.
Oct. 8- Oct. 12	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 8-14	CRANBERRY WEEK.		
Oct. 8-15	NATIONAL WINE WEEK.		
Tuesday Oct. 10 2:00 P.M.- 7:00 P.M.	NEW GEORGIAN GALLERY A suite of model rooms blending contemporary and traditional themes as a background for fine 18th Century mahogany reproductions will be shown to the press, leading architects, designers and decorators, by invitation only. Forty new pieces of the Charak mahogany collection will be on display for the first time. Publicity: Bill Sheraton, Alfred Auerbach Assoc., CO. 5-7805.	CHARAK FURNITURE CO.	444 MADISON AVENUE
Wednesday Oct. 11 1:30 P.M.- 2:30 P.M.	LUNCHEON FASHION SHOW "Designed for Living", a coordinated showing of new fall fashions, Scalamandre fabrics and table settings by Carole Stupell will be held on this date. For the press by invitation only and for the public by reservation. Publicity: Nola Luxford. Contact: Francois, TE. 8-8000.	SCALAMANDRE AND CAROLE STUPELL	HOTEL PIERRE COTILLION ROOM
Oct. 12	COLUMBUS DAY.		
Oct. 16- Oct. 20	INTERNATIONAL SILK CONGRESS. CONTACT: G. ELBOGEN, 450 FOURTH AVENUE, MU. 4-0775.		
Oct. 16- Oct. 21	NEW YORK ANTIQUES FAIR. CONTACT: C. J. NUTALL, 660 MADISON AVENUE, TE. 8-6830.		

TELEVISION NEWS

	TELEVISION PROGRAM	WNBT	NBC
Thursday Aug. 31 12:00 M.- 1:00 P.M.	JUST FOR YOU Miss Clifford Hunter of the General Slicing Machine Co. will demonstrate the Kut N' Kit, a new kitchen gadget developed by the firm's engineers to simplify the housewife's cutting chores. Publ.: Babs Doniger, PL. 3-1742.	CHANNEL 4	ROCKEFELLER PLAZA
Tuesday Sept. 5 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU Mr. H. H. Turchin will present his new Turnover Table which is a coffee table featuring six or eight glass bricks that can be reversed to hold snacks, plants, etc. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA
Wednesday Sept. 6 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW The Textron electric blanket will be completely demonstrated and discussed for Kathi's viewers on this show. The blanket is Textron's newest development. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA

EDITORIAL REQUIREMENTS

For Anne Larsen, NEA, 461 Eighth Avenue, New York, N.Y.

NEA is getting up its Christmas edition and is anxious to obtain information on interesting, multiple use pieces for the home which are not expensive.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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